



## Creative Brief

**Sponsor:** 42BELOW Vodka

**Assignment:** 42 Second Viral Videos

### The Brand

42BELOW Vodka was launched in New Zealand in 1998 and is positioned in the premium vodka segment along with the Absolut and Ketel Ones of the world. The brand globally has shown strong volume growth since its inception with the US market being a recent addition to its distribution footprint and one in which 42BELOW is positioned as a relatively new, emerging vodka among the premium vodka category.

Known for its innovative, bold and entrepreneurial style, 42BELOW has earned a strong reputation for authentic New Zealand quality and exceptional taste as reflected in winning numerous prestigious international awards including gold medals (for the fourth year running) at the 45<sup>th</sup> World Selection of Spirits and Liqueurs 2007 Barcelona, World Spirits Competition in San Francisco, Beverage Tasting Institute in Chicago and the International Wines & Spirits Competition in UK.

42BELOW Vodka distributes three flavored vodkas in the US with flavor profiles which distinctly tie back to its New Zealand provenance: Passion Fruit, Kiwifruit and Manuka Honey.

42BELOW is currently distributed in more than 25 countries.

### Background

42BELOW Vodka was created by Geoff Ross, who was inspired by seeing an ad for an American vodka while on a long-haul plane flight from LA to Wellington, New Zealand back in 1996. This set him to thinking about where vodka really should come from, and about the cool, crappy weather back home.

While working as an exec for Saatchi & Saatchi, Geoff had been on a marketing trip to the US, where consumers, if they knew anything about New Zealand at all, and that is a big 'if', thought of New Zealand as the 'Sweden of the South Pacific' except with less acid rain. This got him thinking about whether New Zealand, with its cool climate, high rainfall and fresh air, might be able to make a truly great vodka.

By the time he got off the plane in New Zealand, he'd written a business plan and had a vision to share with the world. For his birthday, his wife bought him a small still, and he set about trying to create a premium, distinctly New Zealand spirit. Unlike in most countries in the world, home distilling is not illegal in New Zealand,

which was really rather lucky for Geoff. They sold their first bottle from the trunk of their car in 1998.

### 42BELOW Today

42BELOW is the world's most awarded vodka (as awarded in the four largest Spirit Competitions for Alcoholic Beverages 2004-2008) and is the antidote to the over-priced, over-blown Gen X vodkas of whom it sees as the product of hyper-marketing. It should blunt pretentious, premium vodkas by being more 'real', less clichéd in its expression of who I *should* be.

In April 2010, 42BELOW will launch its first US media campaign entitled "How X Met Y" with the objective of driving brand awareness and trial.

"How X Met Y" is fundamentally about relationships, how vodka met New Zealand, how 42BELOW met the world, how boy met girl, how X met Y. It taps into an insight that says – life is about relationships you form, that you are who you surround yourself with and that you never can tell where things might lead.

"How X Met Y" sets out to not just retell the tales of old but to facilitate and create new ones. To explore modern relationships and the phenomenon of connectivity ultimately to provide information, interest and humor to consumers – because these are the currencies of today.

"How X met Y" will bring to life the 42BELOW brand values of Purity, Attitude and Provenance for consumers.

<p>HXMY will inform the consumer about the quality of the product -</p> <p><b>PURITY.</b></p> <p>New Zealand is the purist country on earth, unspoilt by the industrial revolution or efficient transport systems; ingredients from such a pure place make great vodka; HOW VODKA MET NEW ZEALAND.</p>	<p>Give the consumers a reason to choose 42BELOW over other vodkas -</p> <p><b>ATTITUDE</b></p> <p>42BELOW connects and communicates in an independent voice, with a sparkle in its eye, a skip in its step and a short jab to the midriff; HOW THE CONSUMER MET THE BRAND.</p>	<p>Tell the consumer where we come from -</p> <p><b>PROVENANCE.</b></p> <p>The bottom of the world, little old, clean, green New Zealand. A little bit quirky, a little bit arty and with quite a bit to say; HOW THE WORLD MET 42BELOW.</p>
<p>HOW AODKV FIEL IEM SEVIVIND hroce nroce vlen aodkv adkvine' adkvinece roce vlen e hroce adkvinece roce vlen aodkv</p>	<p>BEVIND HOW THE CONSUMER FIEL THE hroce roce vlen roce roce vlen e hroce roce vlen e hroce roce roce vlen e hroce roce vlen e hroce</p>	<p>HOW THE WORLD FIEL 42BELOW e roce roce dovke' e roce roce vlen e hroce roce roce roce vlen e hroce roce vlen e hroce roce</p>

**New Creative Campaign Visuals (Images not final):**  
Print Ad



## HOW VODKA MET NEW ZEALAND

All kneel before our Master Distiller. A royal descendant of the Secretkeepers Kin, hailing from the Biloway Forest near the Mines of Opal. For 300 years, his family has been the guardian of the waters of 42BELOW.

Ok, for real. We many be from New Zealand, but our recipe isn't all that ancient. Or that secret. But it is serious. And so is Kevin here. He works in accounting. We just use the purest water on earth, ours. And the finest grain on earth, ours. And add just a touch of accounting, strictly for comedic purposes.

IT'S VODKA. FROM NEW ZEALAND.

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**Retail Shelf Talker**




## HOW VODKA MET NEW ZEALAND

We may be from New Zealand and use only the purest spring water, but our recipe isn't all that ancient. Or that secret. But it is serious. And so is Kevin here. He works in accounting.

**42**  
BELOW

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**Consumer Tip Card:**



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MET NEW ZEALAND**

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**CAIPIROSKA 42**


A RUSSIAN, A NEW ZEALANDER, AND A BRAZILIAN WALK INTO A BAR. AND THE BARTENDER IS LIKE, "WHAT IS THIS? SOME KIND OF JOKE?"

2 PARTS 42BELOW VODKA  
1 LIME, CHOPPED INTO 4 WEDGES  
2 HEAPING TSP. SUGAR / 1 PART SIMPLE SYRUP

MUDDLE LIME AND SUGAR/SIMPLE SYRUP IN A ROCKS GLASS. FILL WITH ICE, ADD VODKA, SHAKE FOR AT LEAST 10 SECONDS. POUR CONTENTS INTO A ROCKS GLASS & GARNISH WITH LIME.

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NEW ZEALANDERS AGREE: DRINK RESPONSIBLY. © 2016 42BELOW AND THE 42BOTTLE DESIGN ARE TRADEMARKS AND/OR REGISTERED TRADEMARKS. 42BELOW IMPORTING COMPANY, CORAL GABLES, FL VODKA - 40% ALC. BY VOL. - 100% NEUTRAL. SPIRITS DISTILLED FROM GRAIN. FLAVORED VODKA - EACH 40% ALC. BY VOL.



**HOW VODKA  
MET PURITY**

We're so obsessed with purity that we put our distillery in New Zealand for the cleanest water on earth. Once, we hired mermaids to find purer waters. They took the money and swam.

**BAY OF PASSION**

NEW ZEALAND. 1832. THE AUSSIES INVADE FOR A 3rd TIME. IT'S SETTLED OVER A DRINK. NEW ZEALAND CONCEDES TO EXPORT ITS VODKA. THIS VODKA.

1 1/2 PARTS 42BELOW PASSIONFRUIT  
EQUAL PARTS CRANBERRY & PINEAPPLE JUICE  
DASH OF SIMPLE SYRUP - OPTIONAL  
2 LIME WEDGES - SQUEEZED AND DROPPED IN

BUILD IN A HIGHBALL GLASS, STIR & GARNISH WITH LIME.

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Below is our 42BELOW bottle image.



### Brand Values:

- Freedom
- Truth/telling it like it is
- Future connectedness
- Clarity and intelligence
- Irreverent fun

### Brand Personality:

- Contrary
- Straight Up
- Intelligently funny
- Creative and eclectic
- Free and apart
- Unadulterated
- Questioning

### Brand Benefits:

- Strong, clean taste which cuts through and speaks for itself
- Reflects my idealized self sense of “outsideness” which paints me as a free-willed individual
- The anti-fashion choice which is fashionable

### Key Selling Points:

- 42BELOW is made in New Zealand, 42 degrees below the equator
- New Zealand sets a standard for water and air purity thus allowing 42BELOW to deliver a premium, high-quality product
- 42BELOW isn't like the rest of the vodka world; it comes from a place very foreign to most Americans and very foreign to traditional vodka making

### Key Consumer Insight

*“You want to define me but I won't be defined by you.”*

I flatly refuse to buy into society's ‘bullshit’ and the identity it *assumes* of me. I forge my own identity on being able to see through and reject such conventional approaches. I have substance and firm beliefs, but any attempts to categorise me are a waste of my time and yours.

### Target Audience

25-39 year olds; 60/40 Male/Female

Generation Y Contrarians:

The *real opinion leaders* create their identity by denouncing the majority view- actively debunking conventional wisdom as a means of asserting their individuality and independence.

They rail against the Generation X conventions - not least the puffery and ostentation that surrounds mainstream brands and marketing- which they view with antipathy.

The *early and late adopters* aspire to this oppositional take on the world, though live a more conventional life in reality.

Please keep the age and psychographic target in mind when casting your video.

### Objective of the Video

Create a 42 second **viral video** that will help raise awareness and trial of 42BELOW Vodka and set the brand apart from the traditional vodka category clutter. The goal is to make the video so entertaining that people will want to pass it along to their friends. The video should stay true to 42BELOW's personality and values as well as support and bring to life your interpretation of the new How X Met Y communication platform.

42BELOW has an international presence, but the videos are intended mainly for viewing by the *US online audience*.

Note that this message should **not** be conveyed in a standard ad format. Think of stories or vignettes that get the message across, but definitely not in a hard sell or commercial kind of way. Be funny, clever and, above all, entertaining.

### Requirements

1. Videos should be 42 seconds in length

2. Videos should be in English.
3. Creators can submit as many videos as they would like.
4. The video must include a logo and/or bottle image. (Pictures are in the asset tray.)
5. A responsibility message and legal line must appear at closing of video and all copy must appear in the font specified below.

**“NEW ZEALANDERS AGREE: DRINK RESPONSIBLY.**

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6. The video must comply with the DISCUS Ad Code at: <http://www.discus.org/responsibility/code.asp>
7. The video should not encourage underage drinking, over-consumption, drinking and driving, or other irresponsible or illegal behavior. It also can't include religion/religious themes or resemble cartoons or contain childlike imagery.
8. No nudity, pornography or obscenity
9. No profanity, racism or sexism
10. Don't show other brands' labels/logos
11. Don't mention other brands' names
12. Actors must be at least 25 years old and agree to the terms of XLNTads' Talent Release
13. Directors must be at least 21 years old; there are no restrictions on nationality, but creators will be subject to the rules and regulations agreed when registering for the assignment.
14. Actors cannot appear to be, or in fact be, intoxicated
15. The ad cannot name a particular retail seller of alcohol beverage products, and the identity of a particular retail seller cannot be able to be discerned from the ad.

**Awards**

42BELOW will choose ***at least*** one video for use, and its creator will receive a one-time usage fee of **\$5,000** in addition to a case of 42BELOW Vodka.

In addition, XLNTads will select three editors' choice award winners. The top award winner will receive **\$1,000**, and two runner-ups will receive **\$500** each.

**Deadline**

To be considered for awards, all videos must be uploaded to Poptent.net by midnight on **Friday, March 26, 2010**.